

BabyCal News

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BabyCal Unveils a New Prenatal Care Educational Videotape

The BabyCal Campaign continually explores unique opportunities to support its community-based organization (CBO) Network. This year, as part of BabyCal's 10th birthday, the Campaign is introducing a 60-minute videotape entitled "BabyCal Celebrates Ten Years of Caring for California's Babies — A Healthy Baby Starts With Prenatal Care." The videotape is designed to help CBOs educate pregnant women on the importance of prenatal care, healthy behaviors, and the availability of state programs that can help their clients pay for prenatal care services.

The videotape features popular BabyCal public service announcements (PSAs) starring Mo'Nique and Jada Pinkett Smith, in addition to a new PSA starring mother and actress Holly Robinson Peete. The BabyCal videotape also includes behind-the-scenes footage of the production of Holly Robinson Peete's PSAs and her discussing why she chose to become a BabyCal spokesperson. Also included on the videotape is "Baby Love," a half-hour prenatal care special produced in partnership with United Paramount Network (UPN) 13 in Los Angeles, and five news features that aired on KMAX Channel 31 in Sacramento.

"As BabyCal celebrates its 10th birthday, we are pleased to

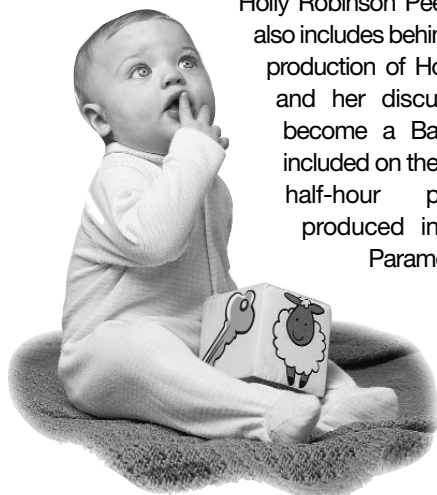
support the hundreds of CBOs responsible for assuring that countless mothers get the prenatal care they need," said State Health Director Diana M. Bontá, R.N., Dr. P.H. "We hope this videotape serves as an effective resource in educating women about the importance of prenatal care."

Portions of the videotape were screened at the San Francisco Bay Area CBO networking event held at the Alameda County Health Department on February 13. "I think a lot of people in the community, especially our target population, will benefit a great deal from watching this tape," said Yvonne Youngblood, coordinator of Alameda County's Black Infant Health Program. "Television makes such a strong impression on people, and the featured BabyCal spokespersons, clients and experts do an outstanding job of touching upon a number of vital subjects related to prenatal care. This will be a great resource for all of us."

In May, BabyCal's CBO Network will be mailed information packets that include a videotape announcement letter, order form, and usage agreement. To request a free copy of "BabyCal Celebrates Ten Years of Caring for California's Babies — A Healthy Baby Starts With Prenatal Care," Network members must complete their forms and fax them to Dina Friedman at (323) 782-0143. If you have any questions about your order, or need additional information, call Dina at (323) 966-5761.



The new 60-minute BabyCal videotape will assist CBOs with their education and outreach efforts.



Bay Area CBO Event Previews Holly Robinson Peete Materials and New BabyCal Videotape



The Bay Area CBO networking event attracted over 50 people to preview new Holly Robinson Peete outreach materials. Attending the event were (from left) Sue Jackson of the California Department of Health Services (DHS); Yvonne Youngblood of the Alameda County Department of Public Health; Tyra Allen of DHS; Nadine Roberts Cornish, BabyCal CBO Coordinator; Angélica Pérez of DHS; Tina Roberts (Nadine Roberts Cornish's assistant); and Lori Goodwine, BabyCal CBO Coordinator.

"I think our target population will relate very positively to Holly Robinson Peete."

—Khadijah Uqdah
West Oakland Health Council



CBO Coordinator Nadine Roberts Cornish (top left) shares information about the new Holly Robinson Peete materials and the BabyCal videotape. She is pictured with Haydee Sermano of Health Plan of San Mateo (front left), LaTrelle Leggett (right) and Leticia Cooper (back right) of Alameda County Social Services.

(From left) Lyn Diana of Alameda Public Health Department and Cerise Grice of Alameda County Public Health AIDS Department network with Tina Roberts, who is CBO Coordinator Nadine Roberts Cornish's assistant.



More than 50 BabyCal CBO Network members previewed the Campaign's new mini-poster and pocket calendar featuring mother and actress Holly Robinson Peete during a networking event held at the Alameda County Health Department on February 13. CBOs also viewed a segment from the new videotape, "BabyCal Celebrates Ten Years of Caring for California's Babies — A Healthy Baby Starts With Prenatal Care," which was produced to enhance CBO education and outreach efforts.

The wallet-sized pocket calendar was developed to assist expectant moms as they try to keep track of their prenatal appointments. The mini-poster is for CBOs to use in outreach efforts and display in waiting rooms and exam rooms.

Network members responded positively to the new materials. "I think our target population will relate very positively to Holly Robinson Peete," said Khadijah Uqdah of the West Oakland

Health Council. "She is very approachable and non-intimidating. Holly was the perfect choice for BabyCal's new spokesperson."

"The video and new Holly Robinson Peete materials are excellent," added Janice Lacey Spaulding of the Brandon House. "I am looking forward to showing them to our residents."

The CBO networking program featured remarks by Northern California CBO Coordinators Lori Goodwine and Nadine Roberts Cornish, Yvonne Youngblood of the Alameda County Health Department and Angélica Pérez, policy analyst for the California Department of Health Services' Medi-Cal Eligibility Branch.

"BabyCal is always looking for creative and unique ways to support its CBO Network," said Pérez. "Many CBOs have asked us for a videotape of BabyCal's messages that can be shared with their clients and staff. I am pleased that we are able to fulfill their request."

CBO Spotlight

California Hospital Medical Center – “Baby and Me” Clinic

Los Angeles/Contact: Becky Murphy — Women’s Health Center Manager (213) 765-4134

In response to the growing need for a teen-focused health care center in Los Angeles, the California Hospital Medical Center (CHMC) developed the “Baby and Me” clinic as part of their Women’s Health Center. Focused on serving expectant teenagers and their families, the clinic provides a wide array of services before and after pregnancy.

The “Baby and Me” clinic offers prenatal care services and classes on labor, delivery, Lamaze, infant care, nutrition, parenting and family planning, and provides referrals to postpartum services. On-site teen counselors and weekly support groups held at the clinic allow pregnant women to talk about their



The staff at the “Baby and Me” Clinic offer pregnant teens educational classes on labor, delivery, Lamaze, infant care, nutrition, parenting and family planning.

experiences. The “Baby and Me” clinic encourages women to stay in school and work toward a positive future.

CHMC also offers the Esperanza Project, a home visitation program that assists first-time teenage moms between the ages of 13 to 19 during pregnancy and the first two years of their baby’s life. The project’s goals are to promote and support a healthy pregnancy and delivery, and provide education on child development, to ensure that new moms become more independent and develop positive parenting skills. This program is free and available to women who are less than seven months pregnant.

Community Resource Project – Women, Infants and Children (WIC) Supplemental Nutrition Program

Sacramento/Contact: Jeannette Newman-Velez — Breastfeeding Promotion Coordinator (916) 326-5835

Serving more than 11,000 women per month, Community Resource Project (CRP) - Women, Infants and Children (WIC) is one of Sacramento’s major resources for WIC nutritional services. For the past 25 years, pregnant women and new mothers have received the assistance of WIC, which provides a culturally diverse staff to meet the demands of the surrounding community.

To further enhance communication with their clients, CRP WIC produces outreach materials and offers nutrition, prenatal, postpartum and breastfeeding classes. These materials and classes are also offered in Spanish, Russian, Hmong, Chinese (Mandarin or Cantonese), Vietnamese and sign language.

Assistance also is provided to families to help complete Healthy Families and Medi-Cal for Children applications. In addition, during tax season, clients are referred to a local career center to



CRP WIC offers clients nutrition, prenatal, postpartum and breastfeeding classes.

receive free assistance with tax preparation. Furthermore, CRP WIC offers a special no-cost program called California Alternative Rate for Energy (CARE) that gives qualifying families up to a 15 percent discount on energy bills.

CRP WIC provides clients with special food vouchers. To qualify, a client must either be pregnant, breastfeeding, have recently given birth or have a child under 5-years-old. In addition, the client must fall within specific income levels

and have a medical or nutritional risk. CRP WIC also distributes a monthly calendar of classes to clients. Each client is required to participate in one nutrition relation session during their certification period for six months to continue receiving services. To encourage clients to attend, CRP WIC offers an ongoing incentive program. To promote attendance, clients are given such items as sippy cups, toothbrushes, breastfeeding aprons, and feeding spoons.

Breastfeeding Is Essential For Promoting Good Health For Mothers and Babies

Breastfeeding is one of the most important steps new mothers can take to ensure their babies get the best possible start in life. In fact, breastfeeding is so essential in promoting babies' well-being that the American Academy of Pediatrics urges that all mothers breastfeed, for the first year of life, and longer if desired, except in the few cases where a mother is advised by her physician not to breastfeed.

Research indicates that breastmilk is the ideal food to nourish newborns because it provides all the nutrients that babies need for about the first six months of their life. Additional foods may be introduced into baby's diet after the first six months of age.

Since breastmilk provides babies with their mothers' immunity to disease, it also can help to guard against many illnesses and allergies. Research shows that breastfeeding reduces the likelihood of respiratory infections, allergies, asthma and some childhood cancers such as lymphoma. There is strong evidence that breastmilk also protects against gastrointestinal diseases, diabetes, urinary tract infections, and chronic ear infections. Even the risk of SIDS, or sudden infant death syndrome, may be reduced when babies are breastfed. In some studies, babies that are breastfed have scored higher on intelligence tests than babies that are formula fed.

Breastfeeding is not only good for new babies, but for new mothers as well. Breastfeeding may reduce the risk of breast and ovarian cancer, may help speed up postpartum weight loss, and may delay the return of menstrual periods. Breastfeeding also causes a woman's uterus to return to its

normal size more quickly, making recovery from childbirth easier.

A mother should start to nurse as soon as her baby is born. Doing so enables her to establish close physical contact with her child early on, which will help to build a secure, loving relationship. Babies who are breastfed enjoy being close to their mothers throughout the day. A mother's warmth and presence provides babies with a continual sense of security.



Over the past few years, there has been a tremendous amount of new research about the many long- and short-term benefits to breastfeeding. One of the most important things for mothers to remember is that breastfeeding is extremely important to the physical, mental and emotional health of their children. Breastfeeding is the very best thing that any mother can do for herself and her baby.

Local clinics, county agencies or community-based organizations are excellent resources for mothers that have questions about breastfeeding. For additional breastfeeding information, mothers may also call La Leche League at 1-800-La Leche or (1-800-525-3243) or contact your local WIC office.

Source: Jeannette Newman-Velez — breastfeeding promotion consultant, Community Resource Project — Women, Infants and Children (WIC) Supplemental Nutrition Program

Research shows that breastfeeding reduces the likelihood of respiratory infections, allergies, asthma and some childhood cancers such as lymphoma.

Testimonial

How Community Programs and Support Made My Pregnancy Easier

Through the support and guidance of the Sacramento Urban Indian Health Project (SUIHP), Christina Almendariz, a 19-year-old new mom, chose the path to a healthy pregnancy.

Christina learned about the importance of receiving early prenatal care when her mother became pregnant five years ago. Through California Area Indian Resources (CAIR), Christina's mother was directed to SUIHP, a comprehensive health care facility for American Indians in Sacramento County. Myra Monroe, SUIHP community health worker, worked with Christina's mother and has become a very special friend of the family. When Christina discovered she was pregnant, she immediately contacted Myra.

"I thought I knew it all because I helped my mom," said Christina. "I've learned so much from Myra about my health, eating right and the importance of regular prenatal care. It's been really great to talk with Myra, along with my mom and grandparents."



New mom Christina Almendariz (left) learned about proper prenatal care from Myra Monroe (right) and the staff at SUIHP.

Myra visited Christina each week to make sure she was doing the right things for a healthy pregnancy. Myra brought Christina food; made sure she had transportation to prenatal appointments; assisted her with filling out forms to receive assistance from her choice of programs, including WIC, AIM, Medi-Cal and CalWorks; and provided pamphlets and brochures on various aspects of prenatal care. Myra also provided Christina with diapers, food vouchers, gift certificates and bus passes. Thanks to the Indian Health Project of California, SUIHP is also able to give pregnant women smoke detectors for their homes and car seats for their new babies.

Christina feels that it is important to share the information she has learned with pregnant women. "My advice for other expectant moms is to make sure you see a doctor, because it's so important. Don't let anything interfere with your doctor appointments. Also, don't be too proud to ask for support and help. Your baby is counting on you to do the right thing."

To contact Myra at SUIHP, please call (916) 441-0918.

BabyCal sends special thanks to Christina for sharing her story. Christina delivered Alex Anthony, a healthy 7 lb. 2 ounce boy, on March 24, 2001.

"... don't be too proud to ask for support and help. Your baby is counting on you to do the right thing."

—Christina Almendariz
19-year-old new mom

BabyCal Visits CBOs Statewide

Over the past few months, BabyCal CBO Coordinators have visited 11 CBOs across California. CBOs provided background information, answered questions, obtained feedback on BabyCal outreach materials, and learned additional ways BabyCal could assist CBOs in serving their clients.

Southern California CBO Coordinator Tania Watson visited:

| <u>CBO</u> | <u>CBO REPRESENTATIVE</u> |
|--|---------------------------|
| Dr. Silas J. Thomas OB/GYN | Sherry Rivera |
| San Martin de Porres Medical Clinic | Imelda Melgoza |
| South Central Family Health Center | Carol Blockmon |
| South Central Los Angeles Regional Center | Laverne Davis |
| Watts Health Foundation | Isela Lopez |

Northern California CBO Coordinator Nadine Roberts Cornish visited:

| <u>CBO</u> | <u>CBO REPRESENTATIVE</u> |
|--|---------------------------|
| Dominican Hospital | Sister Michaela Siplak |
| Salud Para la Gente | Arcadio Vizeros |
| Santa Cruz Department of Public Health – CPSP | Katie Le Baron |

Northern California CBO Coordinator Lori Goodwine visited:

| <u>CBO</u> | <u>CBO REPRESENTATIVE</u> |
|--|---------------------------|
| East Bay Crisis Pregnancy Center | Debbie English |
| March of Dimes, Northern California Chapter | Leslie Kowaleski |
| Tiburcio Vasquez Health Center | Martha Estrella |

**To schedule a site visit at your organization,
contact your CBO Coordinator.**

Thank you to the CBOs for meeting with
the BabyCal CBO Coordinators!

Welcome, New BabyCal CBOs

BabyCal welcomes five new CBOs. The BabyCal Network has approximately 550 participating organizations statewide.

Northern California Region

Nadine Roberts Cornish - (916) 925-7816

“Thank you for your continued support of BabyCal.”

Lori Goodwine - (916) 446-2842

“Please call me with any questions about BabyCal.”

- Lindsay Women’s Medical Associates, Tulare.

Southern California Region

Tania Watson - (661) 297-0048

“Your support of BabyCal continues to make a significant difference for California families.”

- Anna Gravich, MD Inc., Huntington Park
- Bristol Women’s Center, Santa Ana
- Clinica Medica Familiar, Huntington Park
- Scripps Mercy Clinic, San Diego

CBO Coordinators:

Northern California: *Nadine Roberts Cornish (916) 925-7816*
Lori Goodwine (916) 446-2842

Southern California: *Tania Watson (661) 297-0048*

Hill and Knowlton: *Dina Friedman (323) 966-5761*
6500 Wilshire Blvd., 21st Floor
Los Angeles, CA 90048
Fax: (323) 782-0143

Department of Health Services: *Tyra Allen (916) 654-0224*
714 P Street, Room 1650
Sacramento, CA 95814
Fax: (916) 653-9212

Ordering Information:

CBOs may order BabyCal Campaign outreach materials by completing an order form and faxing it toll-free to **FYI Direct at (888) 428-6245**. Orders are filled and shipped at no cost to you within three to five days after receipt. If you have any questions regarding your order, please contact **FYI Direct at (800) 308-2679**.

Outreach materials continue to be available free of charge to CBOs. Please contact your CBO Coordinator or Dina Friedman of **Hill and Knowlton at (323) 966-5761** for forms or for special orders.

To order a CBO Member Kit, call Dina Friedman or contact your CBO Coordinator. The CBO Member Kit provides a special place to store your BabyCal informational materials.

Since new outreach materials are currently under development, quantities may be limited. Look for new BabyCal outreach materials in spring 2001!